

**WHAT IS CLAIMED IS:**

1. A system of transmission of television programs with a variable number of advertisements comprising:

a transmitter, transmitting a television signal including television programs, advertisements and control signals;

a receiving device comprising

a signal receiving block,

a mass storage block for recording the television signal and its subsequent playback, and

a processor block linked to the signal receiving block and the mass storage block, the processor block comprising a signal processing block for decoding and decompressing the television signal and controlling a data stream transfer, a signal reception configuration block for receiving user's commands, a mass storage controller for controlling data stream transfer between the processor block and the mass storage block, a marker analysis block for analyzing markers broadcasted on a control channel and sending appropriate commands to the signal processing block and the mass storage block related to playback and recording of the television signal,

an Audio/Video block linked to the processor block and generating signal in format acceptable to a television set.

2. The system of transmission of television programs according to claim 1, wherein television programs are transmitted on primary channels, advertisements are

transmitted on a channel with advertising units and a signal controlling quantity of displayed advertisements is transmitted on a control channel.

3. The system of transmission of television programs according to claim 2, wherein a signal controlling quantity of displayed advertisements includes program markers P controlling record of a signal from a primary channel and advertisement markers R controlling playback of a recorded signal or of an advertisement.

4. The system of transmission of television programs according to claim 3, wherein the recorded signal is stopped, and the signal from the primary channel is played, when an interval between recording and playback of the recorded signal is shorter than a specified time.

5. The system of transmission of television programs according to claim 1, wherein advertisements are formed into advertising units marked with markers comprising of a segment code defining the products' main segment, a sub-segment code defining in detail category of the product in a given segment, a code of the manufacturer of the product, and an advertisement code identifying a given manufacturer's advertisement from a specified segment.

6. The system of transmission of television programs according to claim 3, wherein a list of advertisements, which are to be played during an advertisement break, is broadcasted together with the marker of the advertisement R.

7. The system of transmission of television programs according to claim 3, wherein a currently played advertisement is played until the end, and after it is finished, playback of a recorded program is continued, when the marker of the advertisement R becomes inactive.

8. The system of transmission of television programs according to claim 5, wherein at choosing the advertising unit to be displayed, it is checked if it is not a unit competitive to a previously displayed unit.

9. The system of transmission of television programs according to claim 1, wherein television programs are transmitted on the primary channel together with the signal controlling the quantity of displayed advertisements and advertisements are transmitted on the channel with advertising units.

10. A method of transmission of television programs with a variable number of advertisements comprising:

transmitting television programs and advertisements on a primary channel;

transmitting a control signal causing displaying of advertisements;

displaying the advertisements based on the control signal.

11. The method of transmission of television programs according to claim 10, wherein the advertisements are displayed on a television screen after breaking a displayed program.

12. The method of transmission of television programs according to claim 10, wherein the advertisements are displayed on a television screen at a settled place during displaying a program.

13. The method of transmission of television programs according to claim 10, wherein the advertisements are displayed following their activation by a remote control button.

14. The method of transmission of television programs according to claim 10, wherein the advertisements are displayed after switching to a certain channel.

15. The method of transmission of television programs according to claim 10, wherein the advertisements to be displayed are transmitted on an advertisement channel, stored on a mass storage device and displayed after activation by a marker of the advertisements.

16. The method of transmission of television programs according to claim 10, wherein the control signal, controlling quantity of displayed advertisements, includes program markers P and advertisement markers R causing a break in displaying the program signal from the primary channel and activating displaying the advertisements, markers activating background recording of a signal from the primary channel on a data

carrier, markers activating playback of a signal from the primary channel, markers activating playback of a signal from the data carrier and markers stopping the background recording of the signal from the primary channel on the data carrier.